



CROSSED MEMORIES

Crosswords made from memories of those who have Alzheimer's

CONTEXT

There're more than 1.2 million cases of Alzheimer's in Brazil. Treatment and rehabilitation are not always accessible and **all extra care is important** to improve patients' quality of life.

PROBLEM

In addition to the most known symptoms, the patient also suffers from social isolation, which worsens the medical condition and can lead to other diseases, such as **depression**.

INSIGHT

Crosswords are indicated by doctors because they are an accessible way to **train the brain**. But so far it was a game played alone.

IDEA

A Recreativa - the oldest crosswords publisher in Brazil - created a crossword generator that transform memories of those who have Alzheimer's into questions. The family accesses the website crossedmemories.com, answers questions about the patient's life and generates a custom puzzle to respond together, reconnecting the patient to the family while training the brain.